



CALPEEK

CALIFORNIA POLITICAL WEEK

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CAMPAIGN 2000: MORE PRESIDENTIAL POLLING.

Editor's note: **Calpeek** will write a longer story for next week, but wanted to pass along the most current polling data on **Calif.'s Mar. 7th** presidential primary. Last week we ran the **Field Poll**. This week we have data from the **Public Policy Inst. of Calif.** Here's the data – side by side, with the top tier candidates...

<u>Open Primary</u>	<u>PPIC</u>	<u>Field</u>
Al Gore(D)	29%	30%
George W. Bush(R)	24%	23%
John McCain(R)	17%	15%
Bill Bradley(D)	10%	8%

(The Field Poll was taken Feb. 2-6, 1186 voters, including 775 likely voters. The PPIC poll was taken Feb. 2-10, among 1,582 voters and 1,014 likely voters. **Biggest change:** McCain up 9 pts. from the January PPIC poll – and Bush down 4 pts)...

...In the PPIC survey, among **GOP voters**, Bush leads McCain by a 46% to 24% margin, with **Alan Keyes** at 3%. Among **Demo voters**, Gore leads Bradley by a 52% vs. 15% margin. Bottomline: unless Gore completely screws it up (not likely), it's over for Bradley, not only in Calif., but everywhere...

...All Calif. eyes are focused on So. Carolina and Michigan. In late '99, both states were considered **fire-walls** for Bush should he stumble in New Hampshire. But that was then, not now. Polling in S.C. shows Bush with a narrow lead, while McCain leads in Michigan. Both States have **open primaries** – meaning Demo and independent voters can request GOP presidential primary ballots. That's what **Team Bush** is afraid of...

...FYI: in Calif., GOP Sec. of State **Bill Jones** has jumped from Bush to McCain. That's a big loss for Bush. And the **S.F. Chron's** **Carla Marinucci** and **John Wildermuth** reported Feb. 16th that Bush has hinted he may skip the **CNN/L.A. Times** GOP debate on Mar.

2nd. A huge mistake if he does. Skipping the first 2 debates in New Hampshire is what some GOP sources believe caused Bush to get mashed by McCain in that State. Stay tuned...

CAMPAIGN 2000: WILL THE L.A. RAMPART POLICE SCANDAL BE THE UNDOING OF L.A. DA GARCETTI?

Editor's note: Four years ago L.A. Co. voters nearly dumped DA **Gil Garcetti** because of the DA's botched handling of the murder trial of the century – the **O.J. Simpson** case. Now Garcetti is under the gun once again with this L.A.P.D. Rampart Division scandal – where some police from the anti-gang unit routinely beat and framed suspects, dealt drugs and even killed one suspect. Here's our update and analysis...

...Garcetti has been coasting the past 4 years, trying to rebuild his image and job approval rating from a dismal low of **28%** during the O.J. days to about **60%** today, according to Garcetti sources. The DA's personal approval rating is around **54%**. And Garcetti sits atop a warchest of about **\$770,000**. Sources say that as long as the Rampart scandal doesn't completely explode in the incumbent's face, Garcetti stands a 50/50 shot at winning a 3rd term **without** a November runoff...

...But Garcetti's two challengers aren't about to let him off the hook on Rampart and other sources believe the scandal will be the issue which **guarantees** a runoff. Head Deputy DA **Steve Cooley** and chief investigative attorney **Barry Groveman** both say Garcetti has mishandled the Rampart case. Cooley says that if the DA had paid attention to a June 1997 memo from Dep. DA **Michael Kraut**, this scandal might have been stopped right then. The Kraut memo suggested that Rampart anti-gang cop **Rafael A. Perez** couldn't be trusted. Perez is the officer under arrest now blowing the whistle on his fellow cops at Rampart...

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...Almost faded from sight are other issues which in the past have given Garcetti problems: the environmental disaster at the Belmont Learning Center; the criticism over the DA's handling of the child support unit; the Brian Patrick Ballou case; and the prosecution of Susan McDougal. If there's a runoff, these issues may resurface, but make no mistake, Rampart will be the BIG issue in 2000...

...Beating Garcetti won't be easy because the incumbent is ducking primary debates (smart strategy) thus there's no political excitement – a key element to attracting news media attention. Groveman has raised about \$420,000 to \$229,000 for Cooley, but Cooley has the better ballot title and a string of good law & order endorsements, including a new one from L.A. Dep. DA John Lynch, who narrowly lost to Garcetti by 5,000 votes in 1996...

...FYI: in terms of a media campaign, Garcetti is on a few slates and is watching to see if Groveman and Cooley go up on tv. Groveman has a modest tv buy in the works. Cooley is planning tv, in addition to mail, slates and a ballot statement. Stay tuned...

CAMPAIGN 2000: PROP. 21 POLLING POINTS TO A BIGGER PROBLEM IN BALLOT LABEL WORDING...

Editor's note: The most current survey by pollster Mervin Field is probably flawed in regard to Prop. 21, former Gov. Pete Wilson's *Juvenile Crime Initiative*. But it's not the polling flaw which has the Field Inst. or **Calpeek** upset. The bigger problem is a flaw in the ballot label wording. Here's our update & analysis...

...This problem would never have come to light had it not been for the YES on 21 campaign – *Californians to End Gang Violence*. YES on 21 took exception to the latest Field Poll on Prop. 21. Why? Because Public Opinion Strategies had done a survey for YES on 21 (during the same time frame) with the opposite results:

	<u>Field</u>	<u>POS</u>
YES	24%	65%
NO	41%	21%
Undecided	35%	15%

...It's all a question of wording. Both Field and POS used the **exact ballot label** when describing Prop. 21 to those who were polled. The label is what you read when going through your individual ballot. But Field

used the short version, while POS used the long version, both written by the CA Attorney General's office. According to the CA Sec. of State, the long version is used in all of the sample ballots, but individual counties have the **option** of using either version in the actual ballot on election day. And since 1998, some counties use the shorter versions because voting machines can't accommodate the wordier descriptions...

...In the case of Prop. 21, here's the exact wording of the long version: JUVENILE CRIME. INITIATIVE STATUTE. Increasing punishment for gang-related felonies; home-invasion robbery, carjacking, witness intimidation and drive-by shooting; and creates crime of gang recruitment activities. Fiscal Impact: State costs of more than \$330 million annually; one-time costs of \$750 million. Potential local costs of up to more than \$100 million annually, and one-time costs of \$200 million to \$300 million.

...Here is the short version: JUVENILE CRIME. INITIATIVE STATUTE. Provides changes for juvenile felonies; increasing penalties, changing trial procedures, and requiring reporting. The fiscal impact wording is the same as the long version. One doesn't need to be a rocket scientist to see the difference. Lots of buzz words in the long version, such as **carjacking** and **drive-by shooting**. No buzz words in the short version. The YES on 21 campaign has discovered that San Francisco is using the short version, but 11 other big counties, including L.A., Orange, San Diego, Santa Clara, and Contra Costa, are using the **long version**. According to the Field Inst., they used the short version after checking with the CA Secretary of State's office prior to the holidays to determine which version would be used the most. Field is now rechecking with the SOS's office and will undoubtedly go to the long version for the next survey...

...But the bigger question is this: shouldn't all Calif. voters be reading exactly the same ballot language on election day? The current system is flawed and is in need of an **immediate fix**. Stay tuned...

CALPEEK'S CALENDAR OF POLITICAL EVENTS

Feb. 24	Campaign reports due (1/23 to 2/19)
Feb. 29	Last day to apply for absentee ballots.
Mar. 1	L.A. Times Demo Presidential Debate (L.A.)
Mar. 2	L.A. Times GOP Presidential Debate (L.A.)
Mar. 7	Calif. Primary (+ NY and 11 other primaries)
Mar. 11-14	Nat'l League of Cities Annual Congressional Conference (Wash DC).
Mar. 22-24	AAPC meeting @ Bally's Las Vegas

CAMPAIGN 2000: UPDATE ON U.S. HOUSE CONTESTS.

Editor's note: Here's a brief update on some of the key U.S. House primary contests...

☒ **31st CD Update** – U.S. Rep. Marty Martinez(D) has withdrawn his opposition to Prop. 22 and now plans to vote **YES** – to ban same sex marriage. What is of interest is that prior Martinez's Feb. 10th statement, he had been on the NO side. Why the flip-flop? Take a look at the latest polling from the Public Policy Inst. of CA: it shows Latino voters support Prop. 22 by a **61% to 37%** margin. He's the first member of the CA Demo delegation to go YES on 22. FYI: there's no doubt Martinez has his hands full with State Sen. Hilda Solis(D). Advantage Solis...

☒ **38th CD Update** – Demo teacher Erin Gruwell of Long Beach won the CDP's endorsement at the recent convention in San Jose. In the latest campaign reports, Gruwell raised \$74,154 vs. \$17,405 for rival Gerry Schipske and \$29,011 for Peter Mathews. And while Gruwell can be pleased with her efforts to date, it will take a ton of \$\$\$ to knock off popular U.S. Rep. Steve Horn(R)...

☒ **48th CD Update** – San Diego businessman Darrell Issa(R) is mashing his GOP rivals in both endorsements and \$\$\$. New supporters include U.S. Reps. Brian Bilbray and Ken Calvert; San Diego Co. Sup. Bill Horn; the San Diego Lincoln Club; and even Issa's former U.S. Senate rival, Matt Fong. In the \$\$ game, Issa has c-o-h of \$345,317 vs. only \$78,915 for chief rival, State Sen. Bill Morrow...

CAMPAIGN 2000: CALIFORNIA INITIATIVE UPDATE.

Editor's note: There's new polling on Props. 26 and 22. The new survey numbers from The Public Policy Inst. of Calif. and from pollster Mervin Field...

◆ **Prop. 26** – This is the measure which will reduce from 2/3rds to 50% the vote to approval a local school bond measure. The YES on 26 have been pounding away on tv, saying Calif. test scores have a direct relationship to school overcrowding. Good point, but the NO side in its radio spots notes that if 26 is approved, property taxes could double. And ever since the ballot summary was changed to reflect the potential fiscal impact should 26 be approved, their numbers have been falling. Here's the latest PPIC and Field data taken

during the same time frame among likely voters...

	<u>FIELD</u>	<u>PPIC</u>
YES	41%	44%
NO	37%	47%
Undecided	22%	9%

...In the PPIC survey, Demos favor 26 by a margin of 52% to 36%, while GOP voters are the opposite: only 36% approve vs. 57% opposed. Other voters probably hold the key: they split 41% YES vs. 49% NO...

◆ **Prop. 22** – This is the initiative to ban same sex marriages in Calif. Both YES and NO are now on tv, with each side accusing the other of running negative and deceptive ads. YES on has been on for about 3 weeks vs. only 1 week for the NO on Knight side. Regardless, polling by both PPIC and Field suggest this initiative will pass...

	<u>FIELD</u>	<u>PPIC</u>
YES	52%	57%
NO	39%	38%
Undecided	9%	5%

...The PPIC polling numbers show **74%** of GOP voters favor 22, while Demos voters are about evenly split: **47% YES vs. 48% NO**. And in the PPCI poll shows YES on 22 winning in the Central Valley, L.A. and other So. Calif. areas. And in the S.F. Bay area, it's an even split: 48%. Stay tuned...

CAMPAIGN 2000: HOT CITY & COUNTY INITIATIVES.

Editor's note: There are a number of local initiatives on the Mar. 7th ballot, some of them very controversial. Here's a brief update...

◆ **El Toro Update** – The L.A. Times has a new poll which shows for the first time that a majority of Orange Co. voters are opposed to a new commercial airport at the former Marine Corps Air Station. Opposition is at **52% vs. 42%** a year ago. And **56%** of those questioned in this Baldassare Associates poll said they support "F" on the March ballot. Sample size 800 voters, of which 512 are likely voters, Feb. 9-12. A Decision Research poll for the YES on F side (Jan. 5-10, 500 voters) showed "F" winning **56% to 36%** - and showed opposition to the airport at **51%**. FYI: Measure F requires a 2/3rds public vote before projects such as an airport, toxic dumps or jails can be built...

...But don't count the airport supporters/NO on F out of the picture. They've started with direct mail and sources believe they'll be on tv very soon. In terms of opposition to F, the Orange Co. Deputy Sheriffs Assn., O.C. Sheriff Mike Carona, DA Tony Rackauckas, police chiefs and line-cop groups are opposed to F

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because of the 2/3rds vote requirement to approve construction of large jails. Jail overcrowding is a big issue in O.C...

...FYI: In addition to the YES on F campaign, the cities in Southern O.C. who oppose the new El Toro airport are spending lots of public funds on so-called *infomercials*. As long as ETRPA (El Toro Reuse Planning Authority-which is funded by the various South O.C. cities) doesn't advocate a YES or NO position on F, this is permitted. One tv ads show actual film of the 1967 plane crash site at the base which killed 87 marines...

◆ **The Wal-Mart Brouhaha** – The big super store got the OK to build an outlet in Huntington Beach, but Wal-Mart's plans are on hold because some citizens collected enough signatures to force a referendum, known as Measure I. The Oceanview School District had some vacant land and instead of trying to pass a bond measure to raise money, the school board voted 5-0 to lease the land to Wal-Mart for \$400,000 annually over a 50 year lease period. It was OKed by the City Council on a 4-3 vote, with 175 conditions placed on the project. A NO on I vote is a vote for the Wal-Mart deal – backed by *Save Our Schools/Save Our City*, who have the \$\$\$ to wage a big campaign...

◆ **Seal Beach Development** – The Old Ranch Town Center development of 75 homes + commercial space was approved by a 4-1 City Council vote, but Seal Beach residents opposed to the project qualified a referendum to overturn the plan with Measure M. A NO vote is in favor of the development...

◆ **Elk Grove Cityhood** – The campaign for cityhood in this Sacramento Co. area should win by 70%, according to YES on J sources. Last time cityhood was on the ballot it lost, but that was because the BIA was strongly opposed. Stay tuned...

CALPEEK'S NEW JOBS AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● A sad note: Joseph Lipper, father of Sacto pr exec Donna Lucas and legislative staffer Kip Lipper, died Feb. 15 of a heart attack. He had just turned 80. In the 1950s Lipper was an AP staffer in Sacto and then had a second career in pr for Aerojet General in Sacto. R.I.P...

● Edelman PR Worldwide in Sacto has hired Edith Fernandez as an AE and Raakhee Mathur as an Asst. AE...

● Former White House deputy press secretary Barry Toiv has been hired by Burson Marsteller PR in the firm's DC office...

● Political consultant Jill Banks Barad is co-hosting a

new radio talk show in L.A. on KGIL/1260 AM. The other host is real estate broker Larry Margo. The 1-hour show airs at 8 a.m. Sundays...

● Tom Umberg has resigned as Deputy Director at the White House Off. of Nat'l Drug Control Policy to return to the law firm of Morrison & Foerster...

● David Chai, former press secretary to Washington State Gov. Gary Locke, has been named Gore 2000 press secretary for Calif., working in L.A...

● Former BOE member Conway Collis has moved his firm's office to 429 Santa Monica Blvd., Ste. 240, Santa Monica, CA 90401. ☎(310)260-9940...

● Sacto-based pa/pr vet Karin Caves has formed an alliance with L.A.-based Rogers & Associates to give R&A a presence/office in Sacto...

● Karen Constine has been named head of the CA Film Commission by Gov. Davis. Constine was COS to L.A. Councilwoman Laura Chick...

CALPEEK'S MARKETPLACE NETWORK

● **Public Affairs Account Team:** Sr. AE/AE/Asst. AE at Solem & Associates, San Francisco PR/PA firm. Responsibilities: client management, lobbying, coalition building, community outreach, materials development, media relations. Resume: Sarah Jeffrey, 550 Kearny, Suite 1010, San Francisco, CA 94108. Fax (415)788-7858.

● **AIPAC seeks San Francisco based Area Directors.** Two positions open for highly motivated self-starters with development/fundraising, public speaking and political/organizing experience. Positive and challenging atmosphere, comprehensive benefits and competitive salary. Fax resume to: Director (415) 989-5202.

● **Sacramento office of global PR agency is seeking Acct. Supervisor and AE for public affairs and technology accounts.** Required: min. 2-4 yrs. agency exp., BA, strong media relations, writing skills. Legislative and tech background desired. Fax resume: (916)447-8509.

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